

Message Text

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42

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UNCLAS BERLIN 5089

E.O. 11652: N/A

TAGS: BEXP, GE, AU

SUBJECT: LEIPZIG FAIR BUSINESS DEVELOPMENT OFFICE

REF: BERLIN 5069

USDOC FOR BEWT THOMPSON AND UNKOVIC

VIENNA FOR EWTC VONTILLIUS

1. IN DECIDING ON RATHER SHORT NOTICE TO MOUNT A BUSINESS DEVELOPMENT OFFICE AT THE 1975 LEIPZIG SPRING FAIR, WE MAY HAVE OVERLOOKED SOME BASIC CONSIDERATIONS REGARDING THE USE AND DISTRIBUTION OF PRINTED MATERIALS. ALTHOUGH THIS WORD OF WARNING MAY COME TOO LATE TO BE OF MUCH VALUE INSOFAR AS THE FORTHCOMING FAIR IS CONCERNED, IT COULD SERVE AS A USEFUL GUIDE FOR THE FUTURE.

2. AN OBVIOUS POINT IS LANGUAGE. KNOWLEDGE OF ENGLISH IS NOT WIDESPREAD IN THE GDR, PARTICULARLY AT THE MANAGERIAL AND TECHNICAL PERSONNEL LEVEL. HENCE, TO ACHIEVE MEANINGFUL IMPACT, PRINTED MATERIALS SHOULD, WHENEVER POSSIBLE, BE IN GERMAN.

3. SECOND, AND PERHAPS NOT AS OBVIOUS, ARE THE SPECIAL CRITERIA EMPLOYED BY GDR CUSTOMS FOR APPROVING PRINTED

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MATERIALS INTENDED FOR DISPLAY AND DISTRIBUTION AT THE

LEIPZIG FAIR. LIKE OTHER COMMUNIST COUNTRIES, THE GDR
BANS MATERIALS WHICH IT CONSIDERS OFFENSIVE. IN THE CASE OF THE
GDR, HOWEVER, "OFFENSIVE" IS INTERPRETED TO MEAN NOT ONLY
OBVIOUS SLURS ON THE REGIME OR SYSTEM BUT ALSO GEOGRAPHIC
TERMS OR REFERENCES WHICH RUN COUNTER TO THE OFFICIAL POSITION
REGARDING THE STATUS OF WEST BERLIN (A SPECIAL POLITICAL
ENTITY), EAST BERLIN (CAPITAL OF THE GDR), AND THE GDR ITSELF
(A SOVEREIGN SOCIALIST STATE ON GERMAN SOIL). CARE SHOULD,
THEREFORE, BE EXERCISED IN THE USE OF GEOGRAPHIC DESIGNATIONS
DELINEATING SUBSIDIARY OR AGENCY RESPONSIBILITIES FOR SALES
OR SERVICE IN "GERMAN" AND "BERLIN". EMBASSY WILL BE PLEASED
TO PROVIDE ADVICE ON THIS MATTER TO FIRMS REQUIRING GUIDANCE
IN WHAT, ADMITTEDLY, IS AN ARCANE AND DIFFICULT AREA.COOPER

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